

**WHAT IS CLAIMED IS:**

1. A method for positioning a printing head (8) of a printing press, comprising the steps of: applying marks (3, 3') on a support (7) wherein  
5 the marks (3) are applied on two opposite side of the support (7); detecting said marks (3, 3') respectively by two correspondingly arranged sensors (5, 5'); and, as a consequence adjusting the printing head (8), so as to be oriented in response to the results of the two sensors (5, 5').
- 10 2. The method according to Claim 1, wherein the printing head (8) is oriented so that one side of the printing head (8) is swiveled in the transport direction of the support (7) for ensuring the proper registration and/or registration mark stability.
- 15 3. The method according to Claim 2, wherein on each side of the support (7), a plurality of marks (3, 3') with different colors is applied, the sensors (5, 5') detect the individual marks (3, 3') of each color and the printing heads (8) associated with the different colors are oriented in response to the results in terms of the individual marks (3, 3') of each color.
- 20 4. The method according to Claim 1, wherein a calibration sheet (4) of print material is provided with triangular marks (1, 1', 1'') that are detected by the sensors (5, 5') and the position of the sensors are used (5, 5') with respect to one another in the transport direction of the calibration sheet (4).
- 25 5. An imaging device for a printing press comprising: a printing head (8) which can swivel in the transport direction of a support (7) for ensuring the proper registration and/or registration mark stability, using marks (3, 3') applied on two opposite sides of the support (7).